

ABSTRACT

Anime is a popular culture that is in demand by both Japanese and overseas. When it's categorized by audience, anime is divided by five category which are kodomo, shoujo, shounen, seinen, and josei. Anime, especially shoujo audience draw girls attention more because it's presenting girl's interests and hobbies. Shoujo anime also includes female superhero, for example Heartcatch Precure anime. This research is aimed to describe the representation of female superhero's figure from an anime titled Heartcatch Precure. This research is using a semiotic theory from Roland Barthes that has level of significances such as denotation, connotation and myth. Other than semiotic, this research also using three primary convention based on superhero concept. This research showed that the four characters from anime Heartcatch Precure are not only a feminine superhero figure but also have masculine side that can fight with opponent gender.

Keywords : *semiotics, barthes, superhero, anime, heartcatch precure*

